FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00057826-A **Type of Permit:** FILMING **Release Date:** 10/31/2012

Production Company ICONOCLAST CONTENT, INC

Insured Company Name ICONOCLAST CONTENT, INC
Contact Phone No. 1 615-545-1604
Contact Phone No. 2
Fax
Address 4221 REDWOOD AVENUE
LOS ANGELES, California 90066

Production Title ADIDAS

Type of Production Commercial - Standard

Producer Geoff McLean

Director Bertrand Lagros De Langeron

1st AD Jesse Fleece

Production Manager Todd Young

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Patrick Reinoso
Primary Phone Mobile - 818-606-3081
Secondary Phone Office - 310-264-3985

Location Assistant n/a n/a
Primary Phone Mobile - 000-000-0000
Secondary Phone

Fees

Notification Charge	$310.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$722.00
FILMLA FILM PERMIT RIDER FEE	$100.00
LA CITY FIRE SAFETY OFFICER	$832.00
LA CITY DEPT OF REC AND PARKS CREW PARKING 16 VEHICLES AND UP	$300.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$228.00

Total Permit Fee $3,092.00

Number of Locations 4

NOT A PERMIT

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Summary Information — Location

Permit Number	F00057826-A	**Location Manager**	Patrick Reinoso
Production Company	ICONOCLAST CONTENT, INC	Primary Phone	Mobile - 818-606-3081
Insured Company	ICONOCLAST CONTENT, INC	Secondary Phone	Office - 310-264-3985
Production Title	ADIDAS		

Location Address 6150 Piedmont Ave, Los Angeles, CA, 90042

Location Name HIGHLAND PARK RECREATION CENTER

Location Type Park

Location Description HIGHLAND PARK REC. CENTER

Film Dates 11/1/2012 - 11/1/2012 08:00 - 23:00 1 day

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Please see attached document Iconoclast.Adidas.57826.HIGHLAND.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	30
Cube Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	30
Off-Duty/Retired LAPD Officer(s)	1
Rec & Park Monitor required	1

Filming Activities Camera in car; Camera on sticks; Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals

LOS ANGELES POLICE DEPARTMENT	Gabriel Aleman
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Wendy Morales

Coordinator Note
FILMING AT HIGHLAND PARK-(BASEBALL FIELD, GRASSY AREAS OF THE PARK, BLEACHERS, OUTDOOR BASKETBALL COURT & INDOOR BASKETBALL COURT) 11/1 0800-2300 HRS
Park monitor #1 required 11/1 0800-1600 hrs (plus) 2 hrs admin fees
Park monitor #2 required 11/1 1600-2300 hrs (plus) 2 hrs admin fees

FILMING AT HIGHLAND PARK REC-GYM (ROOF OF THE GYM) 11/1 1500-1900 HRS
Park monitor #3 required 11/1 1500-1900 hrs (plus) 2 hrs admin fees

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Summary Information — Location

Permit Number	F00057826-A	**Location Manager**	Patrick Reinoso
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Insured Company	ICONOCLAST CONTENT, INC	Secondary Phone	Office - 310-264-3985
Production Title	ADIDAS		

FILMING AT HIGHLAND PARK POOL 11/1 1100-2300 HRS

CAST/CREW PARKING at HIGHLAND SENIOR CITIZEN CENTER 11/1 0700-2200 HRS

Coordinator Note No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs on weekdays

Coordinator Note Rider A obtains park approval; releases location; collects park fees

Parking

Base Camp Location Type : Other Location	1324 Palmetto St, Los Angeles, CA, 90013	**Crew Parking** Location Type : Other Location	1324 Palmetto St, Los Angeles, CA, 90013

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Summary Information — Location

Location 2 of 4

Permit Number	F00057826-A	**Location Manager**	Patrick Reinoso
Production Company	ICONOCLAST CONTENT, INC	Primary Phone	Mobile - 818-606-3081
Insured Company	ICONOCLAST CONTENT, INC	Secondary Phone	Office - 310-264-3985
Production Title	ADIDAS		

Location Address 6147 Piedmont Ave, Los Angeles, CA, 90042

Location Type Apartment Building

Film Dates 11/1/2012 - 11/1/2012 10:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	30
Cube Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	30
LA City UFSO assigned	30147
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Camera in car; Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound; Drive ups & away, drive-by with the flow of traffic;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals
LOS ANGELES POLICE DEPARTMENT — Gabriel Aleman
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT — Jeffrey Palmer

Coordinator Note
No blocking of exits/entrances
No interio activities or equipment placement
May not compromise fire/emergency protection systems without presence of UFSO

Coordinator Note UFSO required per Capt Palmer; UFSO required 11/1 1000-2200 hrs

Coordinator Note Rider A hires UFSO; releases location; collects UFSO and notification fees

Parking

Base Camp	1324 Palmetto St, Los Angeles, CA, 90013	**Crew Parking**	1324 Palmetto St, Los Angeles, CA, 90013
Location Type : Other Location		Location Type : Other Location	

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Summary Information — Location

Permit Number	F00057826-A	**Location Manager**	Patrick Reinoso
Production Company	ICONOCLAST CONTENT, INC	Primary Phone	Mobile - 818-606-3081
Insured Company	ICONOCLAST CONTENT, INC	Secondary Phone	Office - 310-264-3985
Production Title	ADIDAS		

Location Address 6042 Monte Vista St, Los Angeles, CA, 90042

Location Type Private Residence

Film Dates 11/1/2012 - 11/1/2012 10:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	30
Cube Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	30
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Camera in car; Equipment on property; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Exterior models against scenery; Exterior motion without sound; Drive ups & away, drive-by with the flow of traffic;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Aleman

Coordinator Note Rider A releases location; collects notification fee

Parking

Base Camp Location Type : Other Location	1324 Palmetto St, Los Angeles, CA, 90013	**Crew Parking** Location Type : Other Location	1324 Palmetto St, Los Angeles, CA, 90013

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Summary Information — Location

Permit Number	F00057826-A	**Location Manager**	Patrick Reinoso
Production Company	ICONOCLAST CONTENT, INC	Primary Phone	Mobile - 818-606-3081
Insured Company	ICONOCLAST CONTENT, INC	Secondary Phone	Office - 310-264-3985
Production Title	ADIDAS		

Location Address 9457 San Fernando Rd, Los Angeles, CA, 91352

Location Name CADILLAC JACKS

Location Type Diner

Film Dates 11/2/2012 - 11/3/2012 16:00 - 05:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	30
Cube Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	10
Crew	30
Spot Check	1

Filming Activities Camera in car; Equipment on property; Exterior establishing shots; Exterior models against scenery; Interior and exterior dialogue; Interior and exterior motion without sound; Drive ups & away, drive-by with the flow of traffic;

Jurisdiction **Political:** Los Angeles City - Council District 06 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Aleman

Coordinator Note
No activities/equipment/vehicles within 300' of residents prior to 0900 hrs or after 2200 hrs on weekends
No activities/equipment/vehicles within 300' of residents prior to 0700 hrs or after 2200 hrs on weekdays

Coordinator Note Rider A releases location; collects notification fee

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- OK to film at the following sections of Highland Park, at the basketball indoor court (gym), at the roof of the gym, the outdoor basketball court, the grassy area by the baseball field, at the baseball field, at the bleachers, at the outdoor grassy area of the park, and at the pool.
- Company must follow the guidelines given by Aquatics.
- Ok to crew park at the Senior Citizen Center, may only use 40 spaces off of York entrance. Must leave 26 spaces available for patrons off of Figueroa entrance.
- Ok to cater at the parking lot adjacent to the pool.
- Company will base camp off site.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.

NOT A PERMIT

- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between parK
- patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

NOT A PERMIT

F-57826
ICONOCLAST CONTENT, INC- ADIDAS
(HIGHLAND PARK REC CENTER)